

News Release

Anytime Fitness CEO and Co-founder Chuck Runyon to Speak

By Itollefs on Tuesday, October 7, 2014

Chuck Runyon, CEO and co-founder of Anytime Fitness will speak at the University of Minnesota Crookston on Tuesday, October 22, 2014. The event, which takes place in Bede Ballroom, Sargeant Student Center at noon, is free and the public is invited. The first 300 people in attendance will receive a complimentary copy of Chuck Runyon's book, *Working Out Sucks! (And why it doesn't have to)*.Runyon will be available following the presentation to sign copies of his book.



The event is part of the speaker series sponsored by the Center for Rural Entrepreneurial Studies (CRES), based on the Crookston campus. For information on Runyon's visit, contact Rachel Lundbohm, director of CRES at 218-281-8190 or call the CRES office at 218-281-8595.

Runyon will focus on the four phases of being an entrepreneur, Level 5 leadership, and Return on Emotional Investment (ROEI). Anytime Fitness is the fastest-growing fitness club franchise in the world. In just 11 years, the Minnesota-based chain has grown to more than 2,000 clubs in all 50 U.S. states and 14 countries and serves more than 1.5 million members.

About Runyon

With more than 20 years experience managing, consulting, and owning health clubs, Chuck Runyon has distinguished himself as a leading authority in the field of fitness. He revolutionized the fitness industry when he and Dave Mortensen co-founded Anytime Fitness.

Runyon and Mortensen designed smaller, neighborhood clubs with features members wanted most: convenience, affordability, quality equipment and a friendly, non-intimidating atmosphere. From the initiation of Anytime Fitness, Runyon has been involved in virtually every facet of the business -- including strategic planning, operations, training, franchise development, and marketing.

For his "unprecedented and unique contributions to the fitness industry," Runyon was honored as the John McCarthy Industry Visionary of the Year (2009) by the International Health, Racquet, and Sportsclub Association (IHRSA). Runyon currently serves on the board of directors for IHRSA.

In January 2012, Runyon challenged the national discourse on obesity with a bold new message conveyed in the title of his first book *Working Out Sucks!* His "get real" approach to getting healthy struck a nerve with his industry peers and the public at large. Recognized as an expert on eliminating the barriers to healthy lifestyles, Runyon is frequently asked to speak or comment on issues related to why people claim that their health is a top priority, while typically spending less than 1% of their time exercising.

About CRES

The mission of the Center for Rural Entrepreneurial Studies (CRES) is to encourage entrepreneurship through educational leadership, applied research, and insightful consulting. The CRES engages the students, faculty, and research facilities of the University of Minnesota in Crookston in order to stimulate the entrepreneurial culture and strengthen the economic vitality of northwest Minnesota.

The CRES is housed in Dowell Hall 117. For information, call 218-281-8595 ([cres@tc.umn.edu](mailto:cres@tc.umn.edu)), or visit[www.umccres.org](http://www.umccres.org).

Today the University of Minnesota Crookston delivers 28 bachelor's degree programs, 20 minors, and 39 concentrations on campus--as well as 11 degrees online--in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from 25 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit [www.umcrookston.edu](http://www.umcrookston.edu).

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